

## 023 - OFFICE OF PROTOCOL & INTERNATIONAL BUSINESS DVLP

### Operational Summary

#### Agency Description:

To establish an international identity for Orange County as a dynamic commercial, scientific, and cultural community. To promote interaction between the Orange County business and social community and international leaders to further the economic and cultural development of the County. To stimulate international investment and trade by providing foreign dignitaries with assistance in organizing their visits and extending local courtesies, arranging reception, and media coverage.

#### At a Glance:

Total FY 2001-2002 Projected Expend + Encumb:	248,042
Total Recommended FY 2002-2003 Budget:	464,612
Percent of County General Fund:	0.02%
Total Employees:	4.00

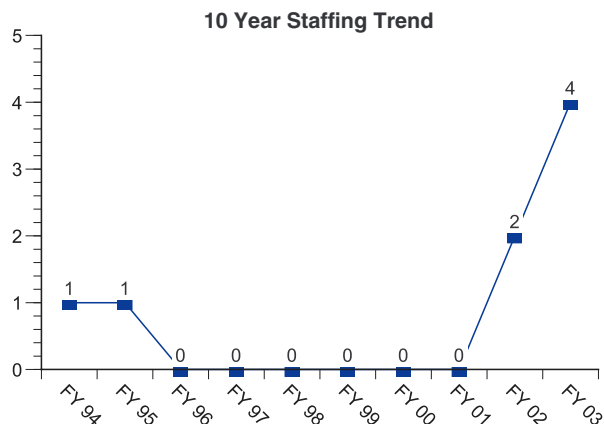
#### Strategic Goals:

- Serve as the official liaison with diplomatic corps, government, educational and cultural organizations, and dignitaries on international issues.
- Increase the number of foreign governments seeking to enter into trade relationships with the County of Orange.
- Increase the amount of international business transacted by Orange County companies.
- Promote regional development by increasing business opportunities, creating jobs, and expanding the Gross County Product.
- Create performance measures for International Business Development (IBD) for assessment and strategic planning.
- Create a framework for interaction between organizations.

#### Fiscal Year FY 2001-2002 Key Project Accomplishments:

- Showcased business potential of Orange County by arranging informational and trade seminars for Consular Corps, national and international leaders and other trade organizations.
- Facilitate international trips and trade matches for local Orange County businesses with Consulates and international businesses.
- Development of new International Business Development function to pursue an expanded role in the international business arena

## Ten Year Staffing Trend:



## Ten Year Staffing Trend Highlights:

- The only regular County position was eliminated after the bankruptcy and the office was subsequently staffed by volunteers. In the years following, the Office of Protocol grew from one contract employee to two limited-term positions to provide adequate staffing. In December 2001, the Board approved the addition of an International Business Development function and two

additional employees to respond to the significant international business opportunities available to Orange County businesses.

## Budget Summary

### Plan for Support of the County's Strategic Priorities:

The Office of Protocol & International Business Development through its primary mission to expand and support international business opportunities, will help the County of Orange to expand its economic prospects for its businesses and residents.

### Changes Included in the Recommended Base Budget:

None. Changes were previously approved by Board in December 2001.

## Proposed Budget and History:

Sources and Uses	FY 2000-2001 Actual	FY 2001-2002 Final Budget	FY 2001-2002 Projected <sup>(1)</sup>	FY 2002-2003 Recommended	Change from FY 2001-2002 Projected	
					Amount	Percent
Total Positions	-	2	-	4	2	0.00
Total Requirements	162,589	206,111	252,205	464,612	212,406	84.22
Net County Cost	162,589	206,111	252,205	464,612	212,406	84.22

(1) Requirements include prior year encumbrances and expenditures. Therefore, the above totals may not match FY 2001-2002 projected requirements included in "At a Glance" (Which exclude these).

Detailed budget by expense category and by activity is presented for agency: Office of Protocol & International Business Dvlp in the Appendix on page 572.

## Highlights of Key Trends:

- The continued globalization of the world economy provides opportunities for Orange County to expand its international business activities. These activities diversify our regional economy and provide local governments with an expanded tax base. These opportunities are available for only short duration and will be filled by

those ready and able to respond, such as the County of Orange's recent establishment of an International Business Development function. This new IBD function will develop a regional international trade strategy, facilitate the interaction between foreign and local businesses as a neutral third party, and coordinate international trade development resources in Orange County.